



DATE WITH A

Hurricane!

She arrived about a year ago. We at Western Electric had been keeping a wary eye on her ever since she was a spoiled kid, kicking up her heels around the Caribbean. Though we were more than 1,000 miles away at our headquarters in New York City, we were listening to the weather reports and following her every twist and turn on a big wall map.

Then, when she lit out for more worlds to conquer, we had a feeling New England was in for it . . . and that telephone service, which is more vital than ever in such an emergency, was going to be hit pretty hard.

We alerted our distribution centers throughout the East to stand by for emergency shipments to the threatened telephone companies. We talked with our manufacturing plants in Illinois, in New Jersey, in Maryland, in half a dozen other states to be sure they could quickly step up delivery of replacement materials . . . wire, cable, switching equipment . . . the things that might be needed to replenish a drain on stockpiles.

Most of these supplies were originally scheduled for delivery anywhere from six weeks to six months from now. But a hurricane doesn't wait.

And she didn't. She swept up the coast like a giant broom . . . ripping and tearing through town after town.

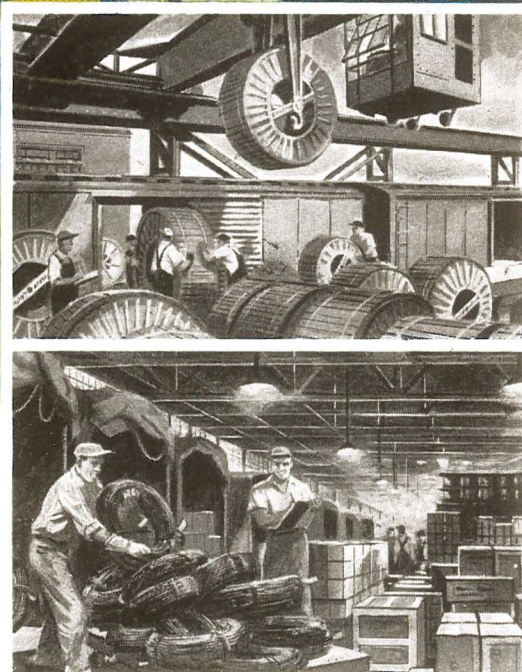
Help came fast. The State Police cleared the way. And right along with the Red Cross and other disaster relief people rode a task force of experienced linemen and installers . . . called into action from neighboring Bell telephone companies.

When they got there, much of our equipment was ready and waiting . . . standardized Western Electric equipment . . . the very same kind of stuff used on the job back home . . . equipment they already knew how to install . . . repair . . . operate.

How long did it take to restore service to the 295,000 telephones that were knocked out

by that one hurricane? Some were back in service in a matter of hours, thousands in the first couple of days. All were back within five days . . . thanks to a real team effort.

Every day of the year—trouble or no—Western Electric is able to do its job efficiently because it is an integral part of the Bell System. Being part of the System enables us—the manufacturing unit—to work closely with Bell Laboratories people who design the equipment and Bell telephone people who operate it. All working together, we provide you with dependable daily service. And when disaster strikes, the same teamwork gets service back to normal in the shortest possible time.



Western Electric

MANUFACTURING AND SUPPLY



UNIT OF THE BELL SYSTEM